

1 What is claimed is:

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3 1. A system for providing a network-based site having pages with a common
4 appearance, comprising:

5 a tag embedded in each page of a network-based site, each page stored in a page
6 storage medium;

7 a script to be called from within the tag; and

8 a configuration database storing page configuration information to be called or
9 queried by the script.

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11 2. The system of claim 1 further comprising:

12 a server configured to retrieve a page from the page storage medium, detect the tag in
13 the page, retrieve the script associated with the tag, execute the database script in a
14 configuration database to access page configuration information and serve the page including
15 the page configuration information.

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17 3. The system of claim 1 wherein the script comprises database script.

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19 4. The system of claim 1 further comprising a script database storing the script.

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21 5. The system of claim 4 wherein the configuration database and the script database
22 comprise the same database.

23
24 6. The system of claim 1 wherein each page comprises a HTML page.

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26 7. A method for providing a network-based site having pages with a common
27 appearance, comprising:

28 receiving a request for a page;

29 retrieving the page from a page storage medium;

30 executing a database script associated with the page to access configuration
31 information from a configuration database; and

32 receiving configuration information associated with the page from the configuration
33 database, wherein the page, including the configuration information, is to be served to a user.

1 8. The method of claim 7 wherein executing the database script comprises retrieving the
2 database script through a tag on the page, the tag including a link to the database script.

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4 9. The method of claim 7 wherein retrieving the page from the page storage medium
5 comprises retrieving the page in a hypertext markup language format and receiving the
6 configuration information comprises receiving information in a hypertext markup language
7 format.

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9 10. The method of claim 7 wherein the configuration information is integrated into the
10 page when the page is served.

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12 11. The method of claim 7 wherein executing the database script comprises giving the
13 page a name and using the page name in the database script to access the configuration
14 database.

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16 12. The method of claim 7 wherein receiving configuration information comprises
17 receiving information to be displayed in the body of the page.

18
19 13. A system for providing a network-based site having pages with a common
20 appearance, comprising:
21 means for receiving a request for a page;
22 means for retrieving the page from a page storage medium;
23 means for executing a database script associated with the page to access configuration
24 information from a configuration database; and
25 means for receiving configuration information associated with the page from the
26 configuration database, wherein the page including the configuration information may be
27 served to a user.

28
29 14. The system of claim 13 wherein the means for executing the database script
30 comprises means for retrieving the database script through a tag on the page, the tag
31 including a link to the database script.

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33 15. The system of claim 13 wherein the means for retrieving the page from the page
34 database comprises means for retrieving the page in a hypertext markup language format and

1 the means for receiving the configuration information comprises means for receiving
2 information in a hypertext markup language format.

3
4 16. The system of claim 13 wherein the configuration information is integrated into the
5 page when the page is served.

6
7 17. The system of claim 13 wherein the means for executing the database script
8 comprises means for giving the page a name and using the page name in the database script
9 to access the configuration database.

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11 18. The system of claim 13 wherein the means for receiving configuration information
12 comprises means for receiving information to be displayed in the body of the page.

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14 19. A computer readable storage medium containing executable computer program
15 instructions which when executed cause a digital processing system to perform a method for
16 providing a network-based site having pages with a common appearance, said method
17 comprising:

18 receiving a request for a page;

19 retrieving the page from a page storage medium;

20 executing a database script associated with the page to access configuration

21 information from a configuration database; and

22 receiving configuration information associated with the page from the configuration
23 database, wherein the page, including the configuration information, is to be served to a user.